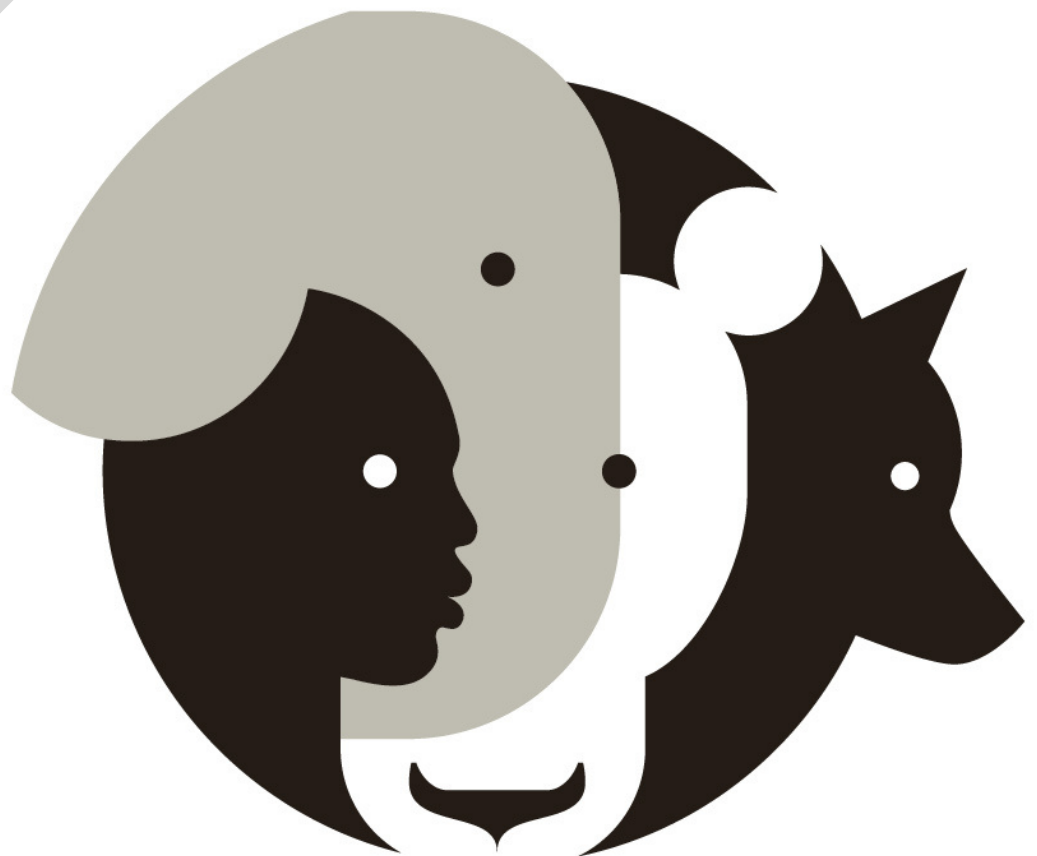


COEXISTENCE SURVEY REPORT

DECEMBER 2020



coexistence.life

HUMAN-WILDLIFE COEXISTENCE

DEMOGRAPHICS

70% of the people interested in human-wildlife interactions are men whereas only 30% are women. The age groups for them varies between 26-35 and 36-45 with similar percentages around 35% each. According to the survey, 70% of them live in Europe followed by 11% that live in the United States and 7% that live in Africa.

Age groups

- 10% are in between 18-25 years old
- 35% are in between 26-35 years old
- 35% are in between 36-45 years old
- 20% are over 45 years old

Geographical area

- 70% live in Europe
- 11% live in the United States
- 7% live in Africa
- 4% live in South America
- 3% live in Russia



BACKGROUND

Over 60% have worked or are currently working in human-wildlife interactions, especially with elephants, wolves, bears and marine mammals and the 40% remaining are purely interested in HWI because they are either passionate about conservation or aware of the issues raising between humans and wildlife.

Professionals work with:

- Sharks
- Bears
- Wolves
- Marine mammals
- Guanacos
- Pumas
- Elephants
- Coyotes
- Lions
- Alpine mammals
- Amphibians

People interested in HWI think:

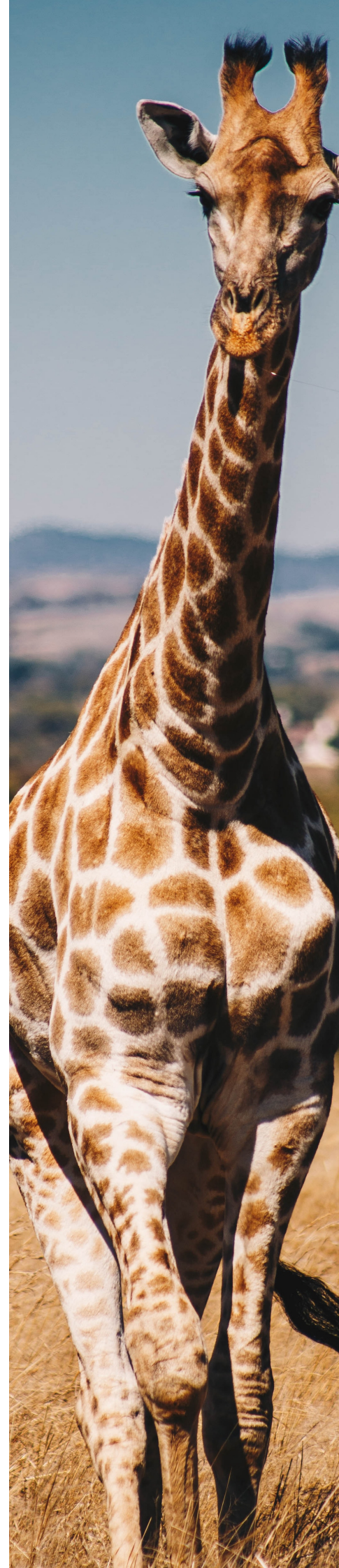
"I would like to work in this field in my future because it is not right that humans are taking control of nature"

"I think it is important to understand how to behave in case of encountering wildlife"

ENTERTAINMENT PREFERENCES

BCC Documentaries rank first in preference for entertainment, followed by reading articles online and watching funny videos about animals on Youtube.

- 60% enjoy watching BCC Documentaries
- 20% enjoy reading articles online
- 14% enjoy watching funny animal Youtube videos
- 3% enjoy looking for news about wildlife and the environment, whether they are videos or articles



IMPACTFUL STORIES

At some point in our lives, all of us have been impacted by a story that has changed our behaviour or perspective. The respondents of the survey were highly impacted by stories about the wildlife that included wildlife rescues, how wildlife can adapt to human presence, the brutality of nature in terms of survival, new discoveries and cruel human actions such as poaching for bushmeat.

THE NEXT STORY

Stories are powerful tools to use in communication and behaviour change, and while there are many great stories in the field to be told, respondents seem to prefer stories about the cooperation of different species of animals and stories about the cooperation of humans and animals. Both seem to convey positive messages which become motivators for behaviour change.

- 47% would like to see stories of cooperation between animals from different species
- 43% would like to see stories of cooperation between humans and animals
- 10% would like to see stories of cooperation between animals from the same species

TAKING ACTION FOR COEXISTENCE

Respondents seem to reject and agree with some statements about human-wildlife interactions:

- 52% reject the statement "man has the right to control animal populations"
- 19% agree that "animals, no matter what the problem is, should never be managed"
- 19% reject the statement "culling is necessary because animal populations have to be managed"
- 11% agree that "culling is never necessary"



CAMPAIGNING FOR COEXISTENCE

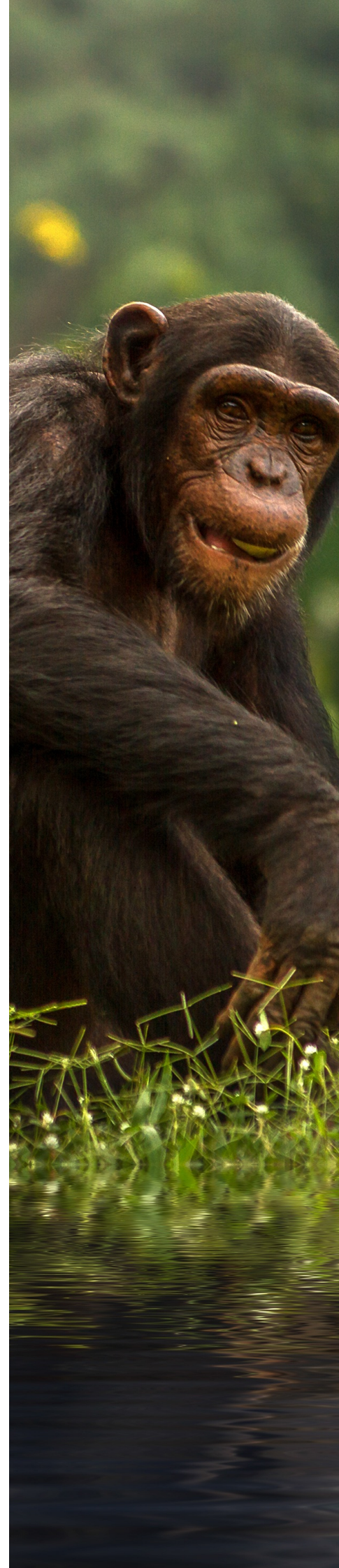
Respondents would want to campaign against the statements that they have previously rejected and encouraging coexistence worldwide by using familiar faces such as the renowned conservationist Jane Goodall or, what seems to be, one of the faces of coexistence in the animal kingdom, the wolf. Additional proposals vary between humans and wildlife faces:

Human face:

- A famous science communicator
- Sir. David Attenborough
- Unknown human face
- Tribe
- Ranger
- Famous actor

Wildlife face:

- Coyote
- Elephant



CONTACT US

www.coexistence.life

anna@pamsfoundation.org

Facebook and Instagram available

*Special thanks to everyone who has participated in this
survey from Coexistence.life*

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